

BUYING FOLKS SEE THE CARS

"SOCIETY DAY" AT THE GARDEN NO BAR TO CROWDS.

Many at Automobile Show in Spite of the Double Admission Fee—Trophy Exhibit Proves More Attractive Than Before—Those Who Were There.

Yesterday was the first of the "society days" at the annual show of the Association of Licensed Automobile Manufacturers in Madison Square Garden, and in accordance with the custom the admission fee was raised to \$1. The doubling of the admission kept the attendance down slightly in the morning and afternoon, but it seemed to result in swelling the number of visitors in the evening.

It was the testimony of the exhibitors and their salesmen that the attendance yesterday and last night was very good, both as regards quantity and quality, and that a great many sales would be made to those men and women who visited the Garden yesterday. The men in charge of the exhibits of the higher priced cars, including the salesmen at the Peerless, Pierce, Packard, Locomobile, Stearns, Lozier, Alco, Stevens-Duryea and Winton spaces declared they had seen more of their customers in the building last night than during all the previous hours of the show.

As has been the case since the show committee of the Association of Licensed Automobile Manufacturers inaugurated the "Society Day" plan with its raised admission, the visitors last night were made up of those who want to see the cars with the intention of buying and of those whose financial circumstances prevent them from becoming owners of cars, but who wished to look at the more fortunate ones when they expected would visit the Garden.

During the afternoon it was noticed that occasionally intending visitors backed away from the ticket seller's window when informed that the admission was \$1. As a rule the men and women who were surprised at the doubled admission were persons from out of town, who had not heard of the "Society Days" and the show committee arranged for the Tuesday and Thursday of each show week.

The display of trophies down in the basement has drawn greater numbers of visitors to that portion of the building than has ever been noticed at any of the former shows in the Garden. There are nearly 120 prizes shown, ranging from gold medals to cups and statuettes, all displayed in glass cases ranged against the wall. Each prize is numbered and a printed list giving the history of each trophy is presented to show visitors.

While the trophy show is down stairs there are two trophies that are too large to be shown with the others and these are displayed on the main floor. One is the Vanderbilt trophy, won last fall by Harry E. Grant in a six-cylinder Alco. The massive silver cup stands on the mechanic's seat of Grant's car, which is shown in the Alco space. One of the men at the space remarked that the cup made a very good substitute for Lee, who was Grant's mechanic, as the big silver trophy is just about as valuable as Lee. Grant is at the show and is kept busy telling how he won the prize on Long Island.

The other prize that is too large to be shown downstairs is the massive New York State trophy which is displayed at the place of the Thomas car. It is a foot high and weighs 1,500 pounds. It was presented to E. R. Thomas last Saturday night at the Automobile Club of America by representatives of the French and American newspapers that conducted the New York to Paris endurance contest in 1904. George Schuster, who won the winning Thomas car from the time it left this city and who drove the car for the latter part of its journey, is one of the men in attendance at the Thomas space.

The visitors yesterday and last night were greatly interested in the various town car models shown in the Garden, the Packard, Peerless and Stearns "little cars" receiving much attention. The Packard and Stearns models have been on the market for some time, but the Peerless town car is making its public debut this week. It has left hand drive and is fitted with a new type of 20 horse-power engine. The horn bulb is placed in the middle of the front seat at the right side of the driver.

There is a new type of speed indicating instrument on the elevated platform that is causing some worry to D. J. Post, its inventor. Mr. Post represented the Motor and Accessory Manufacturers, Inc., on the show committee for the Grand Central Palace show and has a very wide acquaintance. Most of his friends have been trying to help him out of his dilemma, which is that of fixing on a good name for the new device.

The instrument is a novelty in this country, as it can be set so that it will ring constantly as long as the car which it is fitted is driven faster than the speed at which the owner wishes to travel and it has set the record for the indicating part of the device.

As yesterday was designated as the first "society day" there was an enthusiastic response from the fashionables. Robert Russell, the court tennis player who was hurt in the Southern railroad wreck in South Carolina a month ago, was present with Herbert M. Harriman. William A. Larned, the national lawn tennis champion, was another visitor. An interested couple present were Mr. and Mrs. John Louis de Graton de Milhau, who were married recently.

Others present included Francis L. V. Horn and Miss Mary Grace, and Leonard M. Thomas of Philadelphia, who is to marry Miss Blanche Oelrichs in two weeks. During the afternoon the visitors included Mr. and Mrs. Tyler Morse, W. E. Hen of Philadelphia, Prince Giovanni del Drago, Mrs. Clermont Livingston Best, J. Stevens Ulman, Henry W. Shoemaker, Benjamin Thaw, Mrs. Edward Lavender, Mrs. Roosevelt Mitchell, Mrs. Kip, Charles Sands, Frederick C. Havemeyer, Mrs. Oliver Harriman, Dr. Albert Keenan, John Ellis Roosevelt, Mr. and Mrs. James Laurens Van Alen, Schuyler Warren, Judge William E. Wyatt, Meritt Wyatt, Miss Dorothy King, James M. Waterbury, Harry Black, Ashton Clarkson, James de Wolfe Cutting, Mr. and Mrs. Harry Knapp, Winthrop Burr, Miss Rosemond Burr, Mrs. John Porter Sampson, Mr. and Mrs. Joseph Ferris Simmons, Mrs. Wilbur A. Bloodgood, Mr. and Mrs. Henry Lewis Morris.

Mr. James R. McKee, Miss Mary Lodge McKee, Mrs. F. Leopold Schmidt, Mrs. Charles D. Stickney, Mrs. Ansel Phelps, Miss Ada Phipps, Miss Alice Gouverneur Kortright, Mrs. George Floyd-Jones, Edward J. Hubbard, Litchfield Thomas, Buchanan Gilford, Jr., Miss Lillian Endicott, Mrs. Norrie Sellar, Alexander D. B. Pratt, Newbold Herrick, Mrs. Henry Lansing Wardwell, Miss Louise Logan, George Hunter Brown, Joseph Wright Harriman, Miss Zayda Justine Zabriske, Edward Dean Adams, Clarence Mackay, Commander J. D. Jerrold Kelley, U. S. N. retired, Smith S. Baird, who is secretary of the Automobile Club of Vermont, and Mrs. Ballard, Lester H. Green, Joseph G. Brown, Mr. and Mrs. Adelbert C. Blanchard and Hugh J. M. Jones. Percy Rockefeller, a son of William Rockefeller, was a visitor to the show yesterday afternoon.

Lasker and Schlechter Draw. Special Cable Despatch to The Sun. VIENNA, Jan. 11.—The first game in the world's championship chess match between Dr. E. Lasker and Carl Schlechter of Vienna has ended in a draw after sixty-eight moves. The game lasted nine hours. A series of five games has been scheduled to take place in Vienna, after which the contestants will move to Berlin to play the other five, ten games having been agreed upon.

NOTE

—On January 2 and 3 another Tire Company extensively advertised that at the Grand Central Palace Show more American Pleasure Cars and Trucks were equipped with their tires than with any other make.

For fear the figures given below may appear contradictory and thus discredit the advertising efforts of both ourselves and our competitor, and being anxious to preserve the confidence of the public in connection with all tire advertising, we desire to make the following explanation:—

The figures quoted in the advertisement alluded to were correct AT THE TIME THAT THE ADVERTISEMENT WAS WRITTEN, the count on which this was

based having been made during the early hours of the Show. BEFORE ALL OF THE CARS HAD ARRIVED. The figures quoted below to demonstrate the Goodyear supremacy at this Show were compiled on

THURSDAY NOON, JANUARY 6,

at which time all of the exhibits were full and complete.

We print below two letters as proof that at the time our competitor's advertisement appeared all of the cars bearing the Goodyear tires had not been installed at the Show.

Goodyear Leads by 40%

Automobile History has never Recorded Anything to Compare with the Goodyear's Epoch-Making and Ever-Growing Popularity among Automobile Manufacturers, Agents, Dealers and Owners.

Goodyear Tires Lead in Contracts with Manufacturers and Lead at the Grand Central Palace Show.

Proof—

GOODYEAR DETACHABLE AUTO TIRES at the GRAND CENTRAL PALACE SHOW.

By a careful and actual count on

JANUARY 6th,

after all cars had arrived, it was found that on Pleasure Cars of American manufacture Goodyear Tires had an actual lead of 40.6% as positively proved by the figures below:

	No. of Sets.
Allen Kingston.....	3
American Simplex.....	2
Bartholomew.....	2
Black Crow.....	1
Cartercar.....	3
Columbus.....	1
Demotcar.....	1
Empire.....	2
Gaeth.....	1
Jackson.....	2
Kissell.....	4
Klinekar.....	1
Lambert.....	1
Metz.....	3
Mitchell.....	3
Moon.....	2
Mora.....	1
Oakland.....	5
Ohio.....	1
Pennsylvania.....	1
Pierce-Racine.....	2
Speedwell.....	3
York.....	2

Total No. of Sets, 45

Next Competitor..... 25

Including Trucks, there were 47½ sets of Goodyear Tires. Next Competitor, 45½.



GOODYEAR TIRES

A Demonstration of GOODYEAR National Prestige

This phenomenal Goodyear lead of 40.6% in New York is a mere *Ripple* as compared with the *Huge Tidal Wave* of approbation and favor that has set in so strongly from all over America toward Goodyear products.

Note the Following Startling Figures:—

(From our Two Page Advertisement in the Saturday Evening Post of Jan. 1.)

36% of the estimated 150,000 new automobiles to be manufactured during 1910 will be equipped with Goodyear Tires. The remaining 64% is divided among 22 established tire makers.

Bona fide contracts with 44 of America's leading automobile

manufacturers call for the amazing total of 216,000 Goodyear Tires. Tire contracts of such magnitude have never before been heard of in the automobile business.

Our vast dealers' and consumers' business will swell this enormous total by more than 50%.

Those who would replace present tires with long lived, trouble proof Goodyear equipment should **Place Orders Early** to avoid disappointment.

THE SENSATION OF THE SHOW

Goodyear-Doolittle Demountable, Detachable Rims

No sight at the show has attracted more people than the "Lightning Changes" with these wonderful Rims.

With Goodyear-Doolittle Rims you can change on the road from a damaged tire to a fully inflated one in less than a minute.

They differ from all others in that they are **Both Demountable and Quick-Detachable**.

They offer, at last, the only **Sure Relief** from the danger of delays by tire trouble. See Demonstrations of these Rims at the Show or at our Local Branch.

The Goodyear Tire & Rubber Co., Akron, Ohio
NEW YORK BRANCH, BROADWAY AND 64TH STREET

Don't Fail to See the Exhibit of the Shaft Drive Baker Electrics
THE ONLY SHAFT DRIVEN ELECTRICS
Space 55 Madison Sq. Garden
The Baker Vehicle Co., 1788 Broadway
NEW YORK SALESROOMS

You Can Afford To Use as well as Buy A Maxwell MOTOR CAR
\$600.
\$900.
\$1500.

AUTOMOBILES.

AUTOMOBILES.

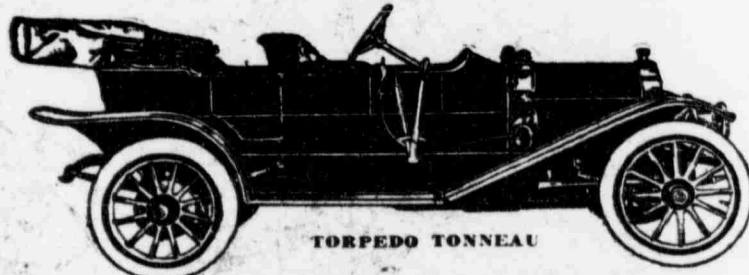
SPACE 24, ELEVATED BALCONY, TO THE RIGHT, AS YOU ENTER

A WONDERFUL PROPOSITION AT \$2000

THE **SELDEN** CAR

AT THE MADISON SQUARE GARDEN

Conceded by all to be the most beautiful as well as conservative Torpedo model in the show. Thousands have seen it—everyone should. Don't miss this opportunity. Manufactured by Geo. B. Selden of Selden patent fame. A chassis is stripped for your close inspection. Car guaranteed.



TORPEDO TONNEAU

This cut illustrates our original and very popular "Torpedo Tonneau"—36.1 h. p., four cylinder, 42x57; 34 inch wheels, 116 inch wheel base, with Bosch magneto.

Our models comprise: Roadsters, 5-passenger Touring Cars, 7-passenger Touring Cars, Torpedo and Limousine Cars.

New York Salesroom

CLOUD-MARTS CO., 1871-73 BROADWAY

Telephone 3916 Columbus

SELDEN MOTOR VEHICLE CO.

GEORGE B. SELDEN, President, ROCHESTER, N. Y.

Licensed Under Selden Patent.

STUDEBAKER AUTOMOBILES

IF YOU ARE AN AUTOMOBILE ENGINEER,

a minute inspection of the STUDEBAKER-GARFORD CHASSIS (at Studebaker exhibit No. 3 Madison Square Garden, or the Studebaker Building, Broadway and 48th Street) will afford you an engineer's feast.

IF YOU ARE NOT "AUTOMOBILE WISE"

that is a good reason for buying a car from an old established firm like the Studebakers.

BECAUSE

the best automobile engineering talent in the world has contributed to its excellence and the best experts available have passed on every detail of construction for you before Studebakers say

WE GUARANTEE OR YOUR MONEY BACK

There is a feeling of security in buying a dependable car from a responsible Company.

Write for illustrated catalog.

Studebaker

Broadway & 48th Street.

Telephone 3347 Bryant.

GASOLINE.
Touring Cars.
Roadsters.
Enclosed Cars.

ELECTRIC.
Phaetons.
Landaus.
Coupes } Interior
Delivery Trucks } driven

Study These Cup-Shaped Rubber Knobs

—the most practical principle yet devised in non-skid construction—forming the longest wearing of all motor tire treads

PENNSYLVANIA

Vacuum-Cup-Tread TIRES

moulded with a series of large cup-shaped rubber knobs that exert a vacuum grip against all side slipping tendencies, yet do not, in the slightest degree, retard the forward speed. Also the longest wearing form of tread yet designed.

Write for full information.

See these remarkable, new non-skids at the Garden Show.

PENNSYLVANIA RUBBER CO. OF N. Y.
1741 Broadway, or 809 St.
Factory, Jeannette, Pa.